



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2023 2 EXAMINATIONS

COURSE CODE: BUS427

COURSE TITLE: BUSINESS POLICY AND STRATEGY 1

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly
2. Attempt question one (1) and any other three (3) questions; four questions in all
3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

EXAMINATION QUESTIONS

1. (a) Explain any Five (5) Characteristics of a Policy?
(b) Discuss the Categories of Business Policies provided in Web Sphere Commerce.
(c) According to Kalejaye (1998) itemised Five (5) various uses of Policies.

(25Marks)

2. (a) Elaborate on Steps of Policy Implementation. (10 Marks)
(b) State any Two (2) Purpose of Business Policy. (5 Marks)

3. (a) Explain the Recommended Five (5) Steps in Case Analysis. (10 Marks)
(b) Write short note on Strategic Business Units. (5 Marks)

4. (a) State any Three (3) Elements in Strategic Management Process. (9 Marks)
(b) There are Three (3) major viewpoints regarding setting criteria for decision-making.
Discuss. (6 Marks)

5. (a) Briefly, discuss any Four (4) Forms of Business Ownership. (10 Marks)
(b) State the Five (5) C's of Marketing. (5 Marks)